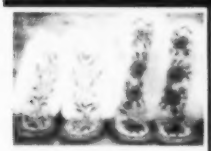
# ARTISTS' NEWSLINE



SPRING 2006

A GNWT Newsletter for the Northwest Territories Arts Community

## UPCOMING EVENTS & ANNOUNCEMENTS

### Snowking's Winter Festival

Believe it or not, this will be the 11th year for the Snowking's Ice Castle. Each weekend throughout March will feature special events such as the Dog Film Festival and the Snowking's Royal Ball. Don't forget to dress warmly!

Where: Yellowknife Bay
Yellowknife, NT
When: March 1—31, 2006
Ph: (867) 669-1571

### Beavertail Jamboree

The Coolest Celebration in the Dehcho! Good times for the whole family, including many activities such as art workshops, traditional games and races, exhibitions, dances, live music, and lots of great goodies!!

Where: Fort Simpson, NT
When: March 6—12, 2006
Ph: (867) 695-3300

### Caribou Carnival

Caribou Carnival is Yellowknife's favorite spring event. Come out and enjoy the Canadian Championship Dog Derby, the Queen and Princess contests, children's activities, races, as well as an ice sculpting contest and much more.

Where: Yellowknife, NT
When: March 24—27, 2006
Web: www.cariboucarnival.com

### Canada Council Art Bank Purchase Program

The Canada Council Art Bank is pleased to announce an open call for submissions to its Purchase Program. Canadian Artists are invited to submit one of their current works to the Canada Council for the Arts which will be considered for purchase for their art bank.

Deadline: April 18, 2006 (Postmarked)
Ph: 1-800-263-5588, extension 4636
Email: artbank@canadacouncil.ca
Web: www.artbank.ca

### Wood Buffalo Frolics

Enjoy traditional and cultural events including dogsled races, Dene hand games, children's events, and fun contests at this winter festival along the Slave River.

Where: Fort Smith, NT
When: March 16—19, 2006
Ph: (867) 872-3065

### Dream Weavers Concert

On this evening local performers will come together to celebrate life, community and friendship. The concert will be a collaboration of performances by many artists and will feature local dance and art as well as music. The evening will be dedicated to a young member of the Yellowknife arts' community who died tragically in a canoeing accident last May.

Where: Northern Arts and Cultural Centre
Yellowknife, NT
When: March 17, 2006
Ph: (867) 445-3859 Attn: Azure DeGrow

## WHAT'S NEW?
## NWT ARTS AND FINE CRAFTS LOGO

The Government of the Northwest Territories is developing a new logo to represent the work of NWT artists. The finalized logo will provide a distinct visual image to allow consumers to easily identify arts and crafts created and produced in the NWT. The Honorable Brendan Bell, Minister of Industry, Tourism and Investment says that "the new logo will both promote and protect the NWT's arts and fine crafts industry while complementing existing NWT Tourism branding already in place".

"The Northwest Territories is renowned worldwide for its unique and quality arts and fine crafts", he noted. "A healthy and thriving arts and cultural industries sector will provide meaningful economic opportunities for all NWT artists and will build on and support efforts to increase opportunities in other areas of the economy such as tourism and the traditional economy sector."

The growth and development of the arts and fine crafts sector is a priority of the Government of the Northwest Territories and a key goal of the Department of Industry, Tourism and Investment.

The GNWT plans to introduce the new branding logo by late spring/early summer. Branding tags bearing the logo will eventually be affixed to all arts and fine craft products produced by NWT Artists. Associated advertising and promotional materials will link the logo/symbol (branding) with arts and fine crafts created in the NWT.

This initiative fulfils a commitment to develop a unique merchandising identification system that authenticates "Made in the NWT" products – a specific area of need identified in the NWT Arts Strategy in 2004.

# Featured Artist: Leslie Robert Cardinal

Leslie lives in Inuvik, NT and has been creating art for over 25 years. He has spent most of his life living on the land, and learned the skills of making his Traditional Art by watching his family members. He gets his ideas from the land, observing his surroundings and listening to Elders tell stories from the past. If you ask him what inspires him to create, he will simply tell you, "life itself".

The thing he enjoys most about making his art is the peace and quiet of his cabin studio, as well as the satisfaction of finishing a project and seeing it come to life.

For more information on Leslie and other northern artists check out: www.nwtartistsdatabase.com

# NWT Arts and Fine Crafts Marketing Strategy

The Department of Industry, Tourism and Investment is currently developing a NWT Arts and Fine Crafts Industry Marketing Strategy. Once completed, the Strategy will set priorities and objectives for the long-term marketing and promotion of Northwest Territories art and fine crafts. The Strategy will analyze who is producing what art and fine crafts, define the present and future consumer, the competition within Canada and abroad and provide a forecast of demand.

The Strategy will also provide artists with advice on the types of product currently in demand by consumers territorially, nationally and internationally. This information can greatly assist artists by defining products and markets. Information regarding the right marketing and promotion of NWT – created art will stimulate economic development and market growth by increasing demand for NWT art. The Marketing Strategy is expected to be completed by Summer 2006.

# Financial Assistance for the Purchase of Raw Materials

Attention traditional fine crafters!! The Department of Industry, Tourism and Investment provides support to traditional artists through the Business Development Fund. The Fund is made up of 9 program schedules that are roughly tied to the business development process. Included in the Business Development Fund is **Schedule I—Traditional Arts and Fine Crafts.** This fund provides financial assistance to artists and fine crafters for the purchase of raw materials such as tanned hides, porcupine quills, soapstone etc. Financial limit - $2,500 in a single application and cannot exceed that amount over a three-year period. To qualify for assistance, artists must be NWT residents over the age of 18.

For more information and/or to apply, contact your regional office or go online to: http://www.iti.gov.nt.ca/iea/bdf.htm

# GNWT Programs and Services

This newsletter is created by the Government of the Northwest Territories and is designed to help the NWT arts community stay up to date with the current "happenings" in the industry.

There are two GNWT departments that have shared interests in supporting the arts – Industry, Tourism and Investment (ITI) and Education Culture and Employment (ECE). ECE supports the creative aspects of the arts, while ITI's primary role is helping the business side of arts and fine crafts. At times, it is difficult to clearly distinguish these roles.

### *ECE's Role in Supporting NWT Arts*

Since 1985, ECE has supported the NWT Arts Council as it strives to stimulate and promote northern art. The Council's role is to provide recommendations to the Minister of ECE regarding financial awards and workshops. If you would like to apply for funding, please consult the Arts Council website for an application at:

http://pwnhc.learnnet.nt.ca/artscouncil.htm

ECE also has a Support to Northern Performers' Program designed to aid in the development and promotion of performing arts and artists in the NWT at local and regional public festivals and events.

Consult the Prince of Wales Northern Heritage Centre website at: www.pwnhc.learnnet.nt.ca/programs/comm.htm

### *ITI's Role in Supporting NWT Arts*

ITI recognizes the importance of tradition and the economic potential of the NWT arts and fine Crafts industry. ITI's support is provided through the Business Development Fund and Grants to Small Business program. ITI also supports marketing and promotional efforts nationally and internationally by bringing awareness to the importance and value of traditional art and fine crafts in the NWT.

http://www.iti.gov.nt.ca/iea/artscrafts.htm

**We want to hear from you!**

If you hear about any upcoming events or celebrations suited for this newsletter, or if you are a Northern Artist who is interested in being showcased in our Featured Artist section...

**Contact us at:**

Arts and Fine Crafts Sector Specialist
Investment & Economic Analysis
ITI, GNWT
PO Box 1320
Yellowknife NT X1A 2L9
Ph: (867)920-6130

E-mail :
artsandcraftsnewsletter@gov.nt.ca
Visit our website:
www.nwtartistsdatabase.com

To find out about financial assistance...

**Contact your regional office:**

| ITI | ECE |
|---|---|
| Dehcho: (867) 695-2580 | Dehcho: (867) 695-7332 |
| South Slave: (867) 872-6430 | South Slave: (867) 872-7212 |
| North Slave: (867) 920-3349 | North Slave: (867) 766-5100 |
| Sahtu: (867) 587-3527 | Sahtu: (867) 587-2483 |
| Inuvik: (867) 777-7103 | Inuvik: (867) 777-7132 |